producers, advertisers, advertising agencies and sponsoring bodies; functional autonomy to regional centres with regard to commercial matters; sale of strategic slots of Metro channel; establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes. etc.

Upgradation of Jammu Doordarshan Kendra

1524. MIRZA ABDUL RASHID: Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the Doordarshan Kendra at Jammu has been upgraded from PGF to a full-fledged centre;

(b) if so, whether the staff required to run such a full-fledged Television Centre has been deployed after creating the posts; and

(c) whether her Ministry and the Prasar Bharati have taken into consideration the media requirements including cultural and linguistic diversities of the people in Jammu Division where Dogri, Pahari, Rojri, Punjabi and Bhadarwahi speaking population from a multi-lingual and multi-cultural audience of audio visual media?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Facilities at DDK Jammu have been augmented and at present the following facilities available at Jammu:

(i) Studio Centre

(ii) HPTs (2 Nos.-DD1 & DD2)

(iii) Satellite uplink

(b) Prasar Bharati has informed that adequate number of Engineering staff is available at DDK, Jammu. Information regarding the availability of other categories of staff at DDK, Jammu is being collected and will be placed on the Table of the House.

(c) Yes, Sir.

Physical Targets for AIR

1525. SHRI K.M. KHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the total number of full-fledged radio stations that are functioning in the country;